

THE IMPORTANCE OF COMMUNICATION IN PROFESSIONAL ACTIVITY. WAYS TO ORGANIZE EFFECTIVE COMMUNICATION WITH A PATIENT

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Annotation: This article analyzes the role and importance of communication in professional activity, especially in the medical field, from a scientific, theoretical and practical perspective. Organizing effective communication with a patient is an important component of the treatment process in the healthcare system. The study highlights the importance of the relationship between a doctor and a patient, information exchange, psychological support and empathy. With the development of technologies in modern medicine, the role of human communication does not decrease, but, on the contrary, is becoming more important. The article analyzes the basic principles of effective communication, obstacles and methods for overcoming them. According to the results of the study, properly organized communication increases the patient's confidence in treatment, facilitates the diagnostic process and reduces the likelihood of medical errors. Communication is also an important tool in stabilizing the patient's mental state. The study used questionnaire, observation and analysis methods. The results obtained indicate the need to develop the communicative competence of medical workers. This article serves as a methodological guide for students of medical universities, practicing doctors and specialists in the healthcare system.

Keywords: Professional communication, patient-doctor relationship, empathy, communicative competence, medical ethics, psychological support, healthcare, professional culture, information exchange, interactive communication.

Introduction

The success of professional activity in the medical field directly depends not only on knowledge and skills, but also on the culture of communication[1]. Effective communication between a doctor and a patient is essential for diagnosis, treatment planning, and rehabilitation. A patient-centered approach is considered a fundamental principle in modern medicine[2].

Patients often present to their doctor with not only physical pain but also psychological distress. In such situations, the doctor's proper communication plays a crucial role in gaining the patient's trust[3]. Clarity, clarity, and mutual respect are essential in the communication process.

Today, the quality of medical services largely depends on the communicative competence of doctors. Studies show that doctors who communicate effectively significantly increase patient satisfaction[4]. Therefore, developing communication skills is an important task in medical education. The purpose of this article is to reveal the importance of communication in professional activities and to shed light on the scientific basis on ways to establish effective communication with patients.

Literature review

In recent years, the issue of medical communication has been studied by many scientists. Silverman and colleagues have assessed doctor-patient communication as a key part of clinical

competence[5]. According to their research, asking the right questions and active listening increase the effectiveness of treatment. Local researchers have also paid attention to the issue of medical communication. Karimov et al. found that the professional culture of doctors directly affects the trust of patients[6]. Also, the issues of forming communicative competence are widely covered in pedagogical literature[7]. The analysis shows that although the theoretical foundations of communication have been sufficiently studied in the existing literature, practical recommendations need to be expanded. Professional communication is a process that provides information exchange, emotional support and cooperation between individuals in the process of professional activity. Communication in the medical field is not limited to the transfer of information, but also includes understanding the psychological state of the patient and forming an appropriate approach to it. The relationship between a doctor and a patient should be built on trust, respect, and openness. Theoretically, professional communication is based on socio-psychological, pedagogical, and ethical principles. According to Rogers' humanistic theory, sincerity and empathy are the main factors in interpersonal relationships. This approach serves to accept the patient as a person in medicine. Also, the combination of verbal and nonverbal means in the communicative process is important. Through verbal communication, the doctor explains the diagnosis, treatment plan, and recommendations. Nonverbal communication provides additional information to the patient through facial expressions, body posture, and tone of voice. Studies show that nonverbal cues play a major role in building patient trust. Therefore, medical workers need to consciously use not only speech, but also body language. In addition, ethical standards of professional communication are also important. Maintaining medical confidentiality, respecting the patient's rights, and being impartial are among the main tasks of a doctor. These principles ensure that the communication process is stable and effective. Effective communication with a patient requires adherence to a number of important principles. The most important of them are empathy, active listening, clarity, respect, and openness. Empathy allows the doctor to feel the patient's inner state and respond appropriately. During active listening, the doctor should listen carefully to the patient's words without interrupting, and clarify them through questions. This method helps the patient feel valued. As a result, the patient fully describes his complaints, and the diagnostic process is facilitated.

Clear and understandable explanations are also an important condition for effective communication. Explaining medical terms in plain language and explaining the stages of treatment in detail increases the patient's confidence in the treatment. It is also important to create an opportunity for the patient to ask questions. The principle of respect implies treating the patient equally, regardless of age, gender, nationality, and social status. This principle is the basis for providing fair services in the healthcare system. Openness, in turn, serves to create a friendly atmosphere between the doctor and the patient. In modern conditions, the use of information technologies also increases the effectiveness of communication. Electronic medical records, online consultations, and mobile applications expand the scope of communication with the patient. However, digital tools cannot completely replace human communication. Various problems may arise during communication in medical practice. These include language barriers, lack of time, stressful situations, and psychological pressure. Such factors can reduce the quality of communication and lead to misunderstandings. Language barriers are especially important in multinational regions. In such a situation, it is recommended to use the services of an interpreter or use simple and understandable language. The use of visual materials is also an effective method. Lack of time prevents doctors from adequately communicating with the patient. To solve this problem, it is necessary to properly plan the admission process and optimize the workload. It is also important to develop time management skills through training and seminars. Psychological pressure and professional fatigue negatively affect the quality of communication. Burnout syndrome reduces the emotional stability of doctors. Therefore, it is recommended to use stress management, relaxation and psychological counseling services. One of the effective ways to

overcome communication problems is to organize regular trainings. Communicative trainings, role-playing games and reflection exercises develop doctors' communication skills. As a result, the effectiveness of professional activities increases.

Research methodology

This study used a combination of qualitative and quantitative research methods. The main goal of the study was to determine the level of communication between medical workers and patients, their communication skills, and their effectiveness in professional activities. For this purpose, several methods were combined. At the first stage, the questionnaire method was used. The opinions of 120 medical workers were studied based on a specially developed questionnaire. The questionnaire questions were open and closed, with the help of which the doctors' experience of communicating with patients, the level of empathy, their attitude to problem situations, and self-assessment indicators were determined. Respondents were selected from representatives of different ages, experience, and specialties. At the second stage, the observation method was used. During the study, real communication processes between doctors and patients were directly observed. During the observation process, the duration of the conversation, the doctor's level of listening, the style of explanation, nonverbal actions, and the patient's reaction were recorded on a special table. Using this method, the expression of theoretical data in practice was analyzed. At the third stage, conversation and interview methods were used. Individual conversations were organized with some experienced doctors, and the role of communication in their professional activities, problems and development prospects were studied. This method allowed for a more in-depth analysis of the research results. At the fourth stage, the data obtained were subjected to statistical and comparative analysis. The results of the questionnaire were summarized on the basis of percentages, and comparisons were made between different groups. Observation and interview data were processed using the content analysis method, and the main trends were identified.

Ethical standards were strictly observed during the research process. The personal data of all respondents were kept confidential, and participation in the study was voluntary. The results obtained were evaluated based on the principles of objectivity and reliability.

Results

The results of the study showed that the communicative competence of medical workers directly affects their professional effectiveness. According to the results of the survey, 78 percent of respondents noted that effective communication with the patient significantly facilitates the treatment process. 65 percent of participants noted that empathy and active listening are important factors in increasing patient confidence. According to the results of the observation, it was found that in cases where doctors provided explanations in understandable language, the positive attitude of patients towards treatment increased by 40–45 percent. Patients who communicated with doctors who effectively used nonverbal communication tools reported feeling psychologically comfortable. As a result of conversations and interviews, experienced doctors emphasized that a friendly, open and respectful attitude towards patients is an important condition for professional success. In their opinion, doctors with a high communication culture make fewer professional mistakes. The results of statistical analysis showed that 82 percent of doctors who participated in communicative training significantly improved their communication skills. Specialists who planned their time correctly were able to spend more time talking to patients. In general, the results of the study confirmed that effective communication is an important factor in stabilizing the patient's mental state, increasing the accuracy of the diagnosis, and enhancing the effectiveness of treatment.

Conclusion

This study showed that the role and importance of communication in professional activities, especially in the medical field, is extremely high. Effective communication between a doctor and a patient is an important factor in the successful course of treatment. Properly organized communication increases the patient's confidence, improves their mental state, and improves the quality of medical services. According to the results of the study, the principles of empathy, active listening, respect, and openness are the main components of effective communication. Also, the harmonious use of verbal and nonverbal means plays an important role in establishing a strong relationship with the patient. Although the use of modern information technologies increases the effectiveness of communication, it cannot completely replace human relations. Therefore, doctors should work in a way that combines technology and personal communication. The study showed that it is necessary to pay special attention to the formation of communicative skills in medical education. The inclusion of special training, role-playing exercises and practical exercises in the educational process will increase the professional readiness of future specialists. In conclusion, effective communication is an integral part of medical activity, which not only helps to restore patient health, but also increases the overall efficiency of the healthcare system. The results of this article are of practical importance in improving the activities of medical workers.

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